

TITLE PAGE

OCT -2 1925 ✓

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"WATCH OUT." ✓

A photoplay in 2 reels. ✓

By _____

Author of photoplay Schuster Film Co. Inc.
U.S.A.

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

Dated at Wash D.C.
Oct 2 1925.

Register of Copyrights,
Library of Congress,
Washington, D.C.

OCT -2 1925

Dear Sir:

The undersigned claimant of copyright in the work herein named,
deposited in the Copyright Office and duly registered for copyright pro-
tection, requests the return to him under the provisions of sections 59
and 60 of the Act of March 4, 1909, of one or both of the deposited copies
of the 2 Prints entitled Watch Out
2 vols
deposited in the Copyright Office on Oct 3/25 and registered
under Class Nov. No. ©CLL 21868

If this request can be granted you are asked and authorized to send
the said copy or copies to me at the following address: _____

to _____
at _____

Signed Christie Film Co
(Claimant of Copyright)

W. L. Summers

OCT 5 1925

9/6/25
PRESS SHEET OCT -2 1925

Bobby Vernon Comedies

©CIL 21868



in
"WATCH OUT"

Directed by William Watson



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

680

PRODUCTION VALUE-SHOWS IN EVERY INCH OF "WATCH OUT"

Quality of Largest Features Incorporated in Two-Reel Bobby Vernon Comedy

Production value!

A new word in connection with two-reel comedies but as important in the laugh-making two-reelers as in the dramatic six- and eight-reel features!

Value that is apparent in every inch of film! "Class,"—quality that every man, woman and child in your audiences can see—in every detail of the production!

"Watch Out," Bobby Vernon's first of his new series, shows class and production value all over it—sets that rival those in the biggest features; photography that can't be beaten in any picture regardless of length, and action and comedy that live up to the other elements of the picture!

Here's a comedy to be proud of—a comedy to brag about—a picture to advertise and two reels of entertainment that will raise the level of your whole program. It will be the real feature of your bill, for it is a one hundred per cent comedy any and every way you figure it!

The Story

Old Silas Creighton, a collector of antiques, is especially enthusiastic over a watch he has just received and which belonged to the late Czar. He starts out to put it in his safety deposit vault, but is followed by two villainous Russians who are determined to get the royal timepiece.

Bobby, running to catch a boat, collides with Silas. In the confusion, Bobby unconsciously picks up the watch and goes on his way.

Bobby later discovers the watch and on examining it finds the picture of a pretty girl in the case. She is the granddaughter of Silas. Bobby sees her in a department store and in his efforts to return the watch he nearly wrecks the place.

He sees a picture of the watch in the paper and goes to the address of the owner just in time to hear old Silas promise to kill the man who stole the watch. Bobby decides on a plan in which he kidnaps the girl and drives away with her in a taxi. But in the meantime the two Russians are hot on Bobby's trail and follow him. They get into the taxi, throw Bobby out and take the watch from the girl.

But Bobby sees a lunchwagon on wheels near by and gets into it and starts after them. He lands on the machine and after a wild and furious ride manages to get rid of the Russians and to drive the girl back to her grandfather. When they arrive at the house, Frances tells Silas that Bobby is the one who has saved her and the watch and that she has decided to add Bobby to the collection as a husband.



BOBBY
VERNON
IN
EDUCATIONAL-
BOBBY VERNON COMEDIES
For Electro Order No. 3804-E
For Mat (Free) Order No. 3804-M

See page five for details of a tie-up that will bring them flocking to see "Watch Out" and keep your whole neighborhood talking about your theatre for weeks.

WHO'S WHO

in

"Watch Out"

Bobby.....BOBBY VERNON
Silas Creighton.....*Jack Duffy*
His Granddaughter.....*Frances Lee*
Rasputin.....*Victor Rodman*

Directed by William Watson

EXPLOITATION

Are you making every foot of your lobby pay you a profit?

Is your screen aiding your profits?

Is your local paper carrying your publicity cuts and stories?

Unless you can answer "Yes!" to these questions, you are losing revenue every day.

If you are not using posters, slides and cuts liberally on Educational two-reel comedies, you are losing money.

Your lobby and screen and the columns of your papers are excellent advertising mediums—and the Short Subject on your program is just the thing to advertise and exploit through this channel.

It is the added dollars—the "gravy"—that pays your profits at the end of the season—and if you are not exploiting your Short Subjects you are overlooking heaps of this kind of money, for it is waiting for you. All you need to do is to give the Short Subject prominent display in your lobby through posters and lobby photos, on your screen with the advance trailers and slides and through the newspaper columns with the star and scene cuts and the advance publicity stories.

PARAGRAPHS

For Your Program

Extra Added Attraction—and one that you'll rave about—"Watch Out," Bobby Vernon's latest.

* * *

In addition to the longer picture—"Watch Out!"—Two reels of peppy comedy with Bobby Vernon starred.

* * *

Bobby Vernon in two reels of super-fine comedy, "Watch Out"—an evening's entertainment rolled into two reels.

* * *

Watch Out!—Be careful not to miss this comedy treat—Bobby Vernon in "Watch Out"—Two reels of snappy and clever comedy.

* * *

Bobby Vernon, Frances Lee and a big comedy cast in "Watch Out," the latest Educational-Bobby Vernon Comedy. You will enjoy every minute of it.

"WATCH OUT" IS TWO REELS OF EXCELLENT FUN

Hours' Comedy Packed into Two Reels of Entertainment

(Newspaper review for use after showing
of picture)

The motion picture industry does not need to worry about its future as long as pictures such as the Educational-Bobby Vernon Comedy, "Watch Out" continue to be made.

These two reels of entertainment, which are on the program at the..... Theatre, encompass entertainment enough for an entire evening. It is a condensed feature production in itself, for the laughs that have been crowded into this half hour of screen time are so numerous that it does not seem possible to confine them in any picture less than three times its length.

"Watch Out" is the first of a new series of Educational-Bobby Vernon Comedies, made under a new contract. Encouraged by the success of the first series, the producers have determined to make these two-reel comedies the equal of anything on the screen in appearance of sets and detail. Several of the settings in "Watch Out" would do credit to the largest and most pretentious dramatic productions.

Bobby Vernon is starred in a fast and side-splitting story that keeps the patrons in spasms of laughter. The cast includes Frances Lee, Jack Duffy and Victor Rodman, and the direction is by William Watson.

Fine Comedy in Beautiful Sets

(Newspaper review for use after showing
of picture)

Excellent comedy filmed in settings of a magnitude seldom seen in two-reel entertainment is furnishing the laughter spot on the bill at the..... Theatre in the shape of the latest Educational-Bobby Vernon Comedy, "Watch Out" with Bobby Vernon starred.

Several of the settings surpass those ordinarily seen in any but the most pretentious feature length subjects, either in size or perfection. The comedy action is on a par with the settings, for the picture is the last word in hilarious entertainment.

One set, a reception room, is believed to be the most beautiful and costly ever built for comedy purposes.

Bobby Vernon is supported by Frances Lee, a new leading lady, and by Jack Duffy and Victor Rodman. William Watson was the director.

MODERN TWO-REELERS MADE ON SAME SCALE AS LONG FEATURES



BOBBY VERNON
in a scene from
"WATCH OUT"

For Electro Order No. 3805-E
For Mat (free) Order No. 3805-M

Broadway Critic Says About "Watch Out"

Here's one of the best Bobby Vernon Comedies in a long time. It moves fast and furiously, and there are more than the usual assortment of gags.

—Delight Evans in
New York Morning Telegraph

Film Comedian Hailed as Small Boys' Hero

(Prepared as advance publicity story)

"One of the most gratifying rewards that comes to a comedy star—or to any film star—is the adulation of the small boy, who lavishes on his favorite the admiration that was generally directed by the boys of a generation ago to their popular nickle novel heroes," says Bobby Vernon, star of the Educational-Bobby Vernon Comedies, of which the latest, "Watch Out," is coming to the..... Theatre.....

Sets, Costumes and All Details as Perfect As in Big Dramas

(Prepared as advance publicity story)

That two-reel comedies are made with the same attention to detail and with the same appreciation of the value of the appearance of sets, scenery, costumes and furniture accorded the production of pictures in many more reels is the statement of Al Christie, president of the Christie Film Company, producers of the Educational-Bobby Vernon Comedy, "Watch Out," starring Bobby Vernon, which will be at the..... Theatre.....

"We are and have been working on the theory that the two-reel comedy is a mighty important item in the entertainment of the millions of theatre-goers," says Mr. Christie. "We are putting into each picture the best that we know.

Sets rivalling in size and quality anything seen in longer dramatic subjects—talent of the highest quality both in front of and behind the camera—directors, photographers and the scores of highly trained experts necessary for perfect production—stars, story and cast. All are selected, not from the standpoint of economy but through the conviction that the two-reel comedy deserves the best because it provides the most popular form of entertainment ever flashed on motion picture screens."



For Electro
Order No. 3809-E
For Mat (Free)
Order No. 3809-M

Large Set Used in Two-Reeler

(Prepared as advance publicity story)

What is perhaps one of the largest sets ever used in the production of a two-reel comedy will be seen in "Watch Out," the new Educational-Bobby Vernon Comedy starring Bobby Vernon which will be at the..... Theatre.....

The set is that of a reception room in the home of a millionaire collector. The room is over fifty feet long and thirty feet wide. At one end is a balcony with a beautiful winding stairway leading to it. The room is magnificently furnished with rare old period furniture, and many authentic antiques are to be seen in the room.

A Live Wire Star—Sure Bet for Publicity

This two-column cut will help you get newspaper publicity on this picture and other Bobby Vernon Comedies featuring this popular star, with a tremendous fan following.



Bobby Vernon has a lovable personality all his own—he always serves a fast and furious brand of comedy without a dull moment and the new 1925-26 series of Educational-Bobby Vernon Comedies will increase your patronage.

For Electro
Order No. 3833-E

For Mat (Free)
Order No. 3833-M

BOBBY VERNON in EDUCATIONAL-BOBBY VERNON COMEDIES.

Bobby Vernon—Has A Corner on the Kid Market

To secure patrons it is necessary to make friends, and the best way to hold patrons is to play the stars that have a friendly following.

Bobby Vernon is a star with a personality that adds to your box-office receipts every time he appears on your program. He understands how to please ordinary "kids" and grown-up "kids." After all—we are all in one of these two classes.

It's the "kid" element that means so much to your success. Most fortunate is the man who re-

tains through life some of the boy who has not forgot how to play kid-fashion.

See to it, for business reasons, that you have a star "on the job" who has a corner on the kid market, who knows how to make them laugh and who gives vent to the mischief that lies dormant in the breast of all normal persons.

A kid will fight for a friend—and that's why they will come to see Bobby Vernon over and over again.

OPERATOR'S CUE FOR CUT-OVER

Following is operator's cue for cut-over at end of first reel:—

Scene following close-up of Vernon shortly after a fall from shelves. Four feet of action following Vernon's exit

crawling on hands and knees towards camera. Subtitle END OF PART ONE.

Following is cue for cut-over at end of second reel:—

Twenty-four feet following subtitle "I'm going to add him to our collection," on scene of Vernon and girl hanging on door immediately after ladder falls. Subtitle THE END.

MAKE THEM TALK ABOUT "WATCH OUT"

An inexpensive and at the same time most effective tie-up on "Watch Out!" with your local jeweler (or department store) may be arranged by having the store contribute and display in its windows two or three inexpensive watches that are to be contributed to the holders of dollar bills bearing certain lucky serial numbers.

For a week or more have the store and your own box-office, when handing out as many dollar bills as possible, each with a band printed as follows pasted around it:

Free Watches
to our patrons.
See . . . Jewelry
Co. window.

Watch Out! Any Dollar Bill handed out
as change this week may
contain the Lucky Serial Number — *Save it.*

See Lobby Display At _____ Theatre For Particulars

Next Week
Bobby Vernon
in
"Watch Out"

Have a record kept of the serial number on every dollar bill passed out in this way, and on the last day of the run of "Watch Out" have a boy chosen at random from the audience pick the winning numbers from a hat in full view of the audience.

You can elaborate on this plan as far as you care to go. Stage-money heralds with complete details of the stunt printed on one side can be distributed. Details should, of course, be given in full in your lobby. You can in many cases also tie up other stores in addition to the jewelry or department store, and often a bank will be glad to come in, as well as employers with good-sized pay rolls. Have as many real dollars bearing the printed band handed out as possible. But be sure to have a record kept of every serial number.

ADDITIONAL PUBLICITY STORIES

Popular Star Aided by Strong Supporting Cast

(Newspaper review for use after showing
of picture)

Bobby Vernon's newest comedy, "Watch Out," which is being shown at the _____ Theatre, is the first of a new series which he is making for Educational. In this first picture of a new series, Bobby has a new director, William Watson, well known comedy director, who was with Mack Sennett, Universal and Fox before coming to the Christie lot, and a new leading lady, Frances Lee, who before entering pictures was on the Keith-Orpheum circuit with Billy Dooley, in "The Misfit Sailor." Others in the cast are Jack Duffy, Victor Rodman, Bill Irving and Fred Peters.

New Christie Beauty Vernon Leading Lady

(Prepared as advance publicity story)

Frances Lee, Bobby Vernon's leading lady in his newest picture, "Watch Out," which is to be shown at the _____ Theatre, is the latest addition to the galaxy of beautiful girls to be signed by the Christie Film Company for their comedies. In fact this is the very first picture Frances has ever appeared in, and from all indications she has a very bright future ahead of her.

Miss Lee is a very pretty seventeen-year-old-girl with brown hair and large blue eyes. Before entering picture work she was on the Orpheum circuit with Billy Dooley in an act, "The Misfit Sailor." Prior to that she danced

in some of the most exclusive cafes in Chicago.

While appearing at the Orpheum in Los Angeles recently, she made a trip to the Christie studios and met Mr. Christie, who at the time was looking for some new beauties to enhance his comedies, and he signed her as Bobby Vernon's leading lady for his new series of comedies.

Thrilling Downtown Auto Driving Stunt

Directing an automobile through traffic is thrilling even when seated comfortably behind the wheel, but Bobby Vernon, in "Watch Out," coming to the _____ Theatre, steers a machine through crowded streets from on top of the car.

SUCCESS AND FAILURE

You get out of your business just what you put into it.

The man who starts a business of any kind soon finds that it is not simply a matter of a store and a stock of goods. The important elements of sales and sales ability are the deciding factors between success and failure.

Big businesses, equipped with almost everything—store, stock, location and unlimited credit, have crashed to ruin simply because the proper pressure had not been applied to the sales end of them. They starved to death when, by making efforts in the right direction, prosperity would have been theirs.

Motion picture exhibiting as a business has had the advantage of novelty for a number of years. The public flocked to the theatres because of the novelty of the entertainment—because of its low admission

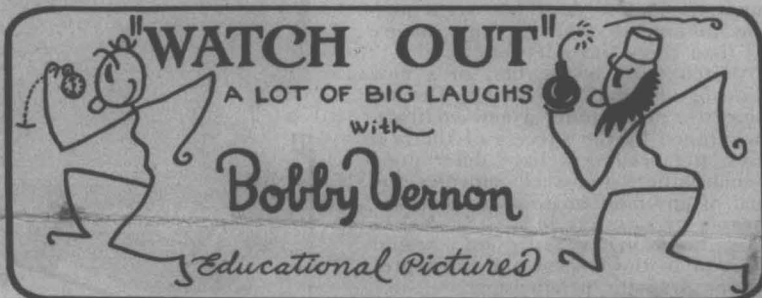
price or because of its convenience. Those days are now passing and the theatres which will survive the strain of competition, higher prices and the demands for a higher standard of entertainment are those which use the greatest amount of sales-brains in their management.

One of the most effective campaigns is that of two-reel comedy on your bill. Two-reel subjects of the quality of Educational Comedies are really added attractions and have a box-office drawing power often equal to and, in fact, many times surpassing that of your feature length picture.

To sell more tickets—and that is the main business of every exhibitor—include in your newspaper advertising mention of your two-reel comedy. You will find it profitable from many angles, not the least of which are increased box-office receipts and a steadily growing and faithful patronage.



One Column by One Inch "Ad" Cut
For Electro Order No. 3806-E
For Mat (Free) Order No. 3806-M



Two Column by One and One-Half Inch "Ad" Cut
For Electro Order No. 3807-E
For Mat (Free) Order No. 3807-M

For Three Column Cut on Page One Order
Electro No. 3808-E Mat (Free) No. 3808-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight cards to set)

Black and White 8 x 10 Photos
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, Two Inch, Newspaper "Ad" Cuts
and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

Trailers available through National Screen Service
And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES For Newspaper "Ads"

Funny?—You don't know the HALF of it!—
Bobby Vernon's "Watch Out" is a regular comedy
feast!

* * *

Worth the price of admission alone! Bobby Ver-
non's newest side-splitter, "Watch out." It's a
riot of fun.

* * *

You'll pronounce "Watch Out" one of the best
comedies you ever saw. It's one of Bobby Vernon's
best.

* * *

Concentrated fun! That's what Bobby Vernon's
new comedy, "Watch Out" is—an hour's entertain-
ment in two reels.

* * *

Snap, pep and ginger galore in "Watch Out," a
new comedy with Bobby Vernon. It's your own
fault if you miss it!

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